

**ABSTRACT**

A method includes producing an elastic strip material (12) by sandwiching an elastic member (4) between two webs (10, 11) under a stretched state in the longitudinal direction of the webs (10, 11), halving the elastic strip material (12) in the widthwise direction so that protrusions (12a) and recesses (12b) alternately appear, separating a first elastic strip material and a second elastic strip material obtained by halving in the widthwise direction, shifting the phases of the first and second elastic strip materials in the longitudinal direction so that the protrusions and the recesses become in phase, reducing the shrinking force of the elastic member near the protrusions (12a) of the first and second elastic strip materials (12A and 12B), and attaching an absorber (12c) onto parts (12c) of the first and second elastic strip materials (12A) where the shrinking force is reduced.